



NEWS

Gatekeeping and digital media

Peter Olaf Looms

What am I going to talk about?

1. What is gatekeeping?

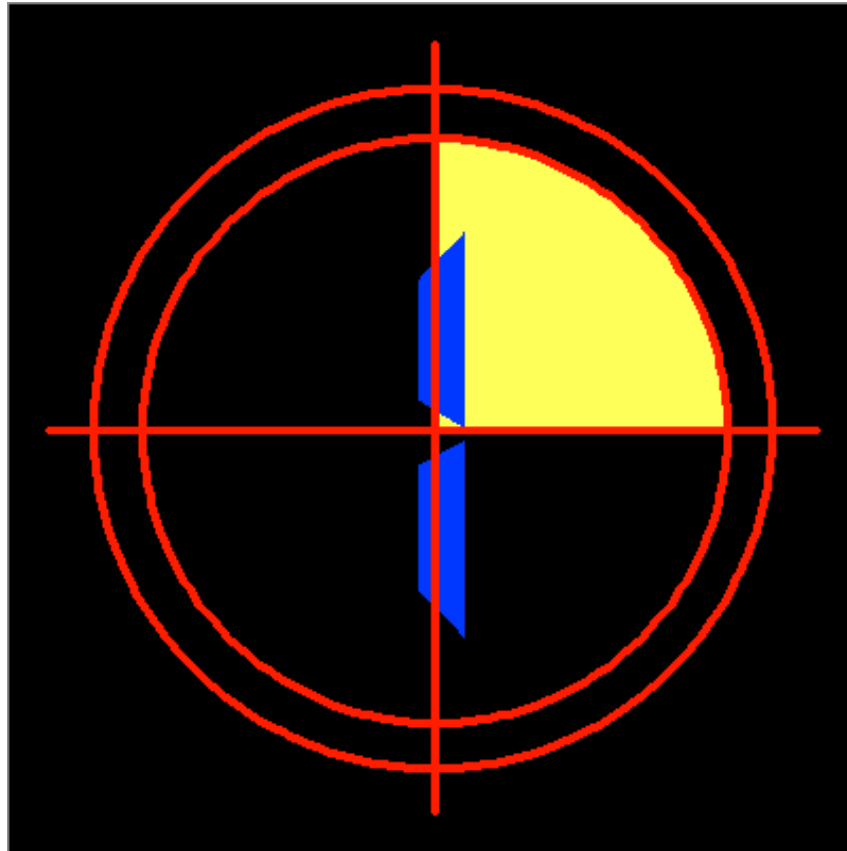
- Who does it?
- How is it done?
- Who is affected?

2. What impact does gatekeeping have?

- Gatekeeping at different levels in organisations and society

3. What does it mean for media policy?

4. What actions are needed to keep it under control?

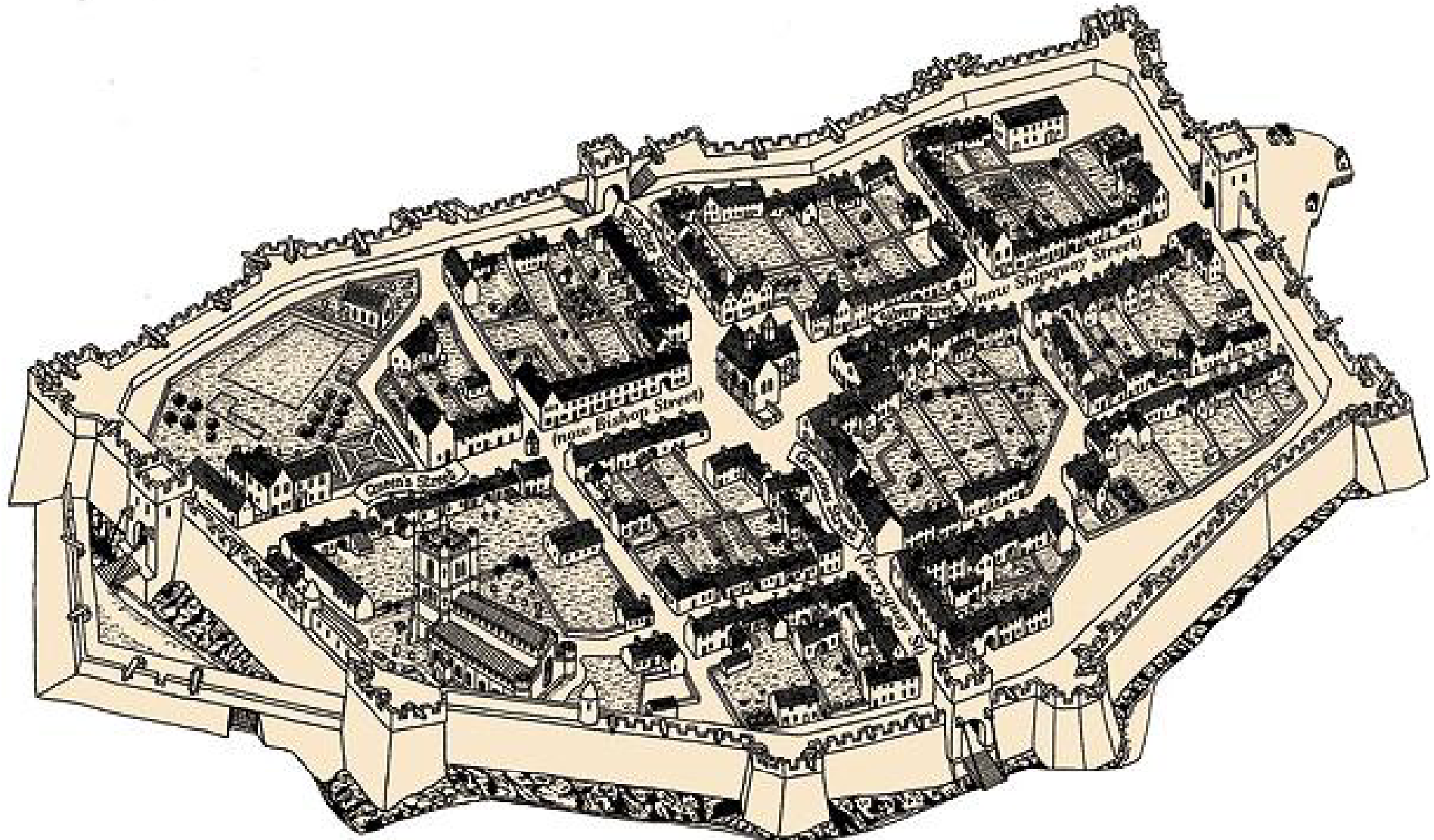


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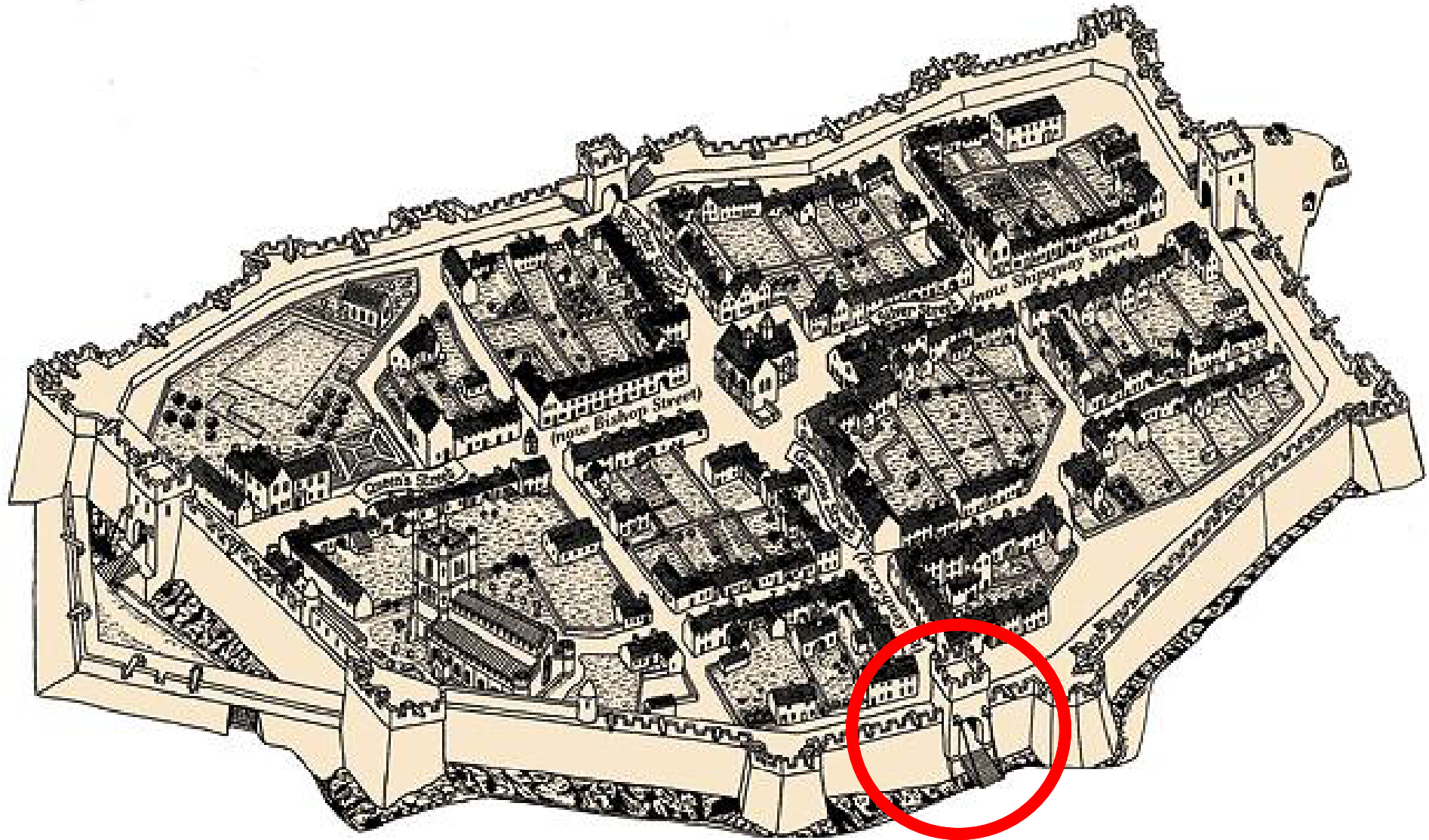
Walled city: Derry in the Middle Ages

Source: <http://www.derryswalls.com/maps.html>

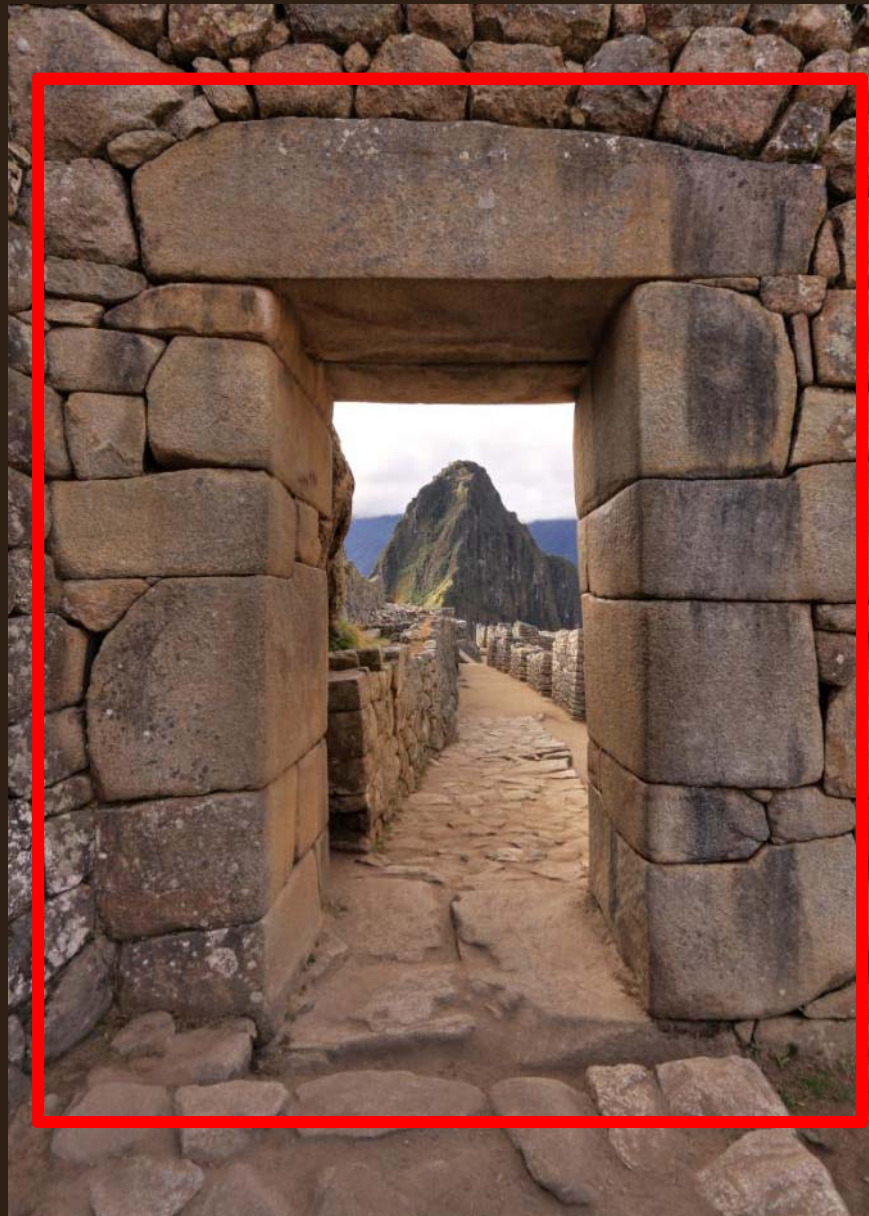


Walled city: Derry in the Middle Ages

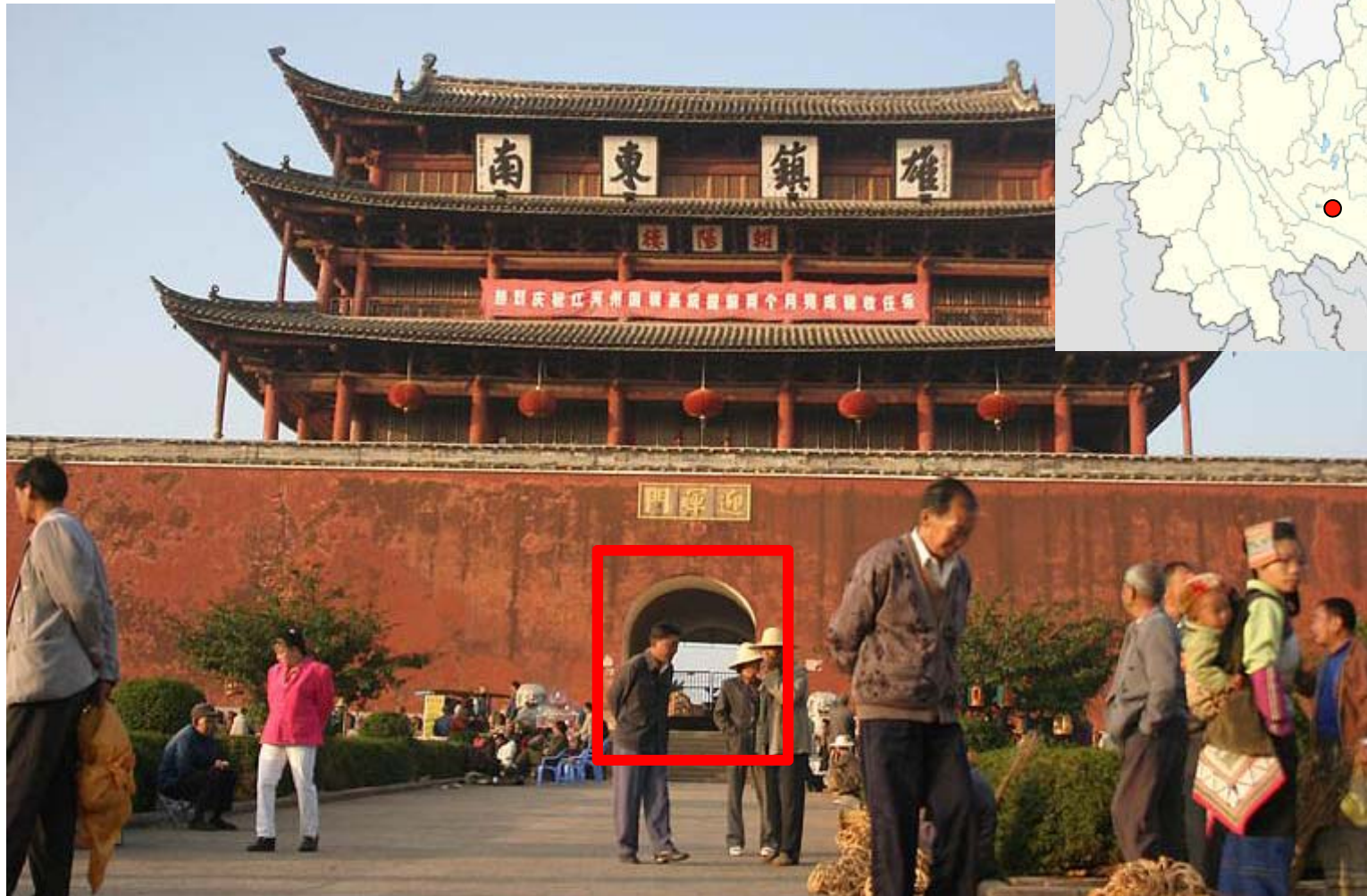
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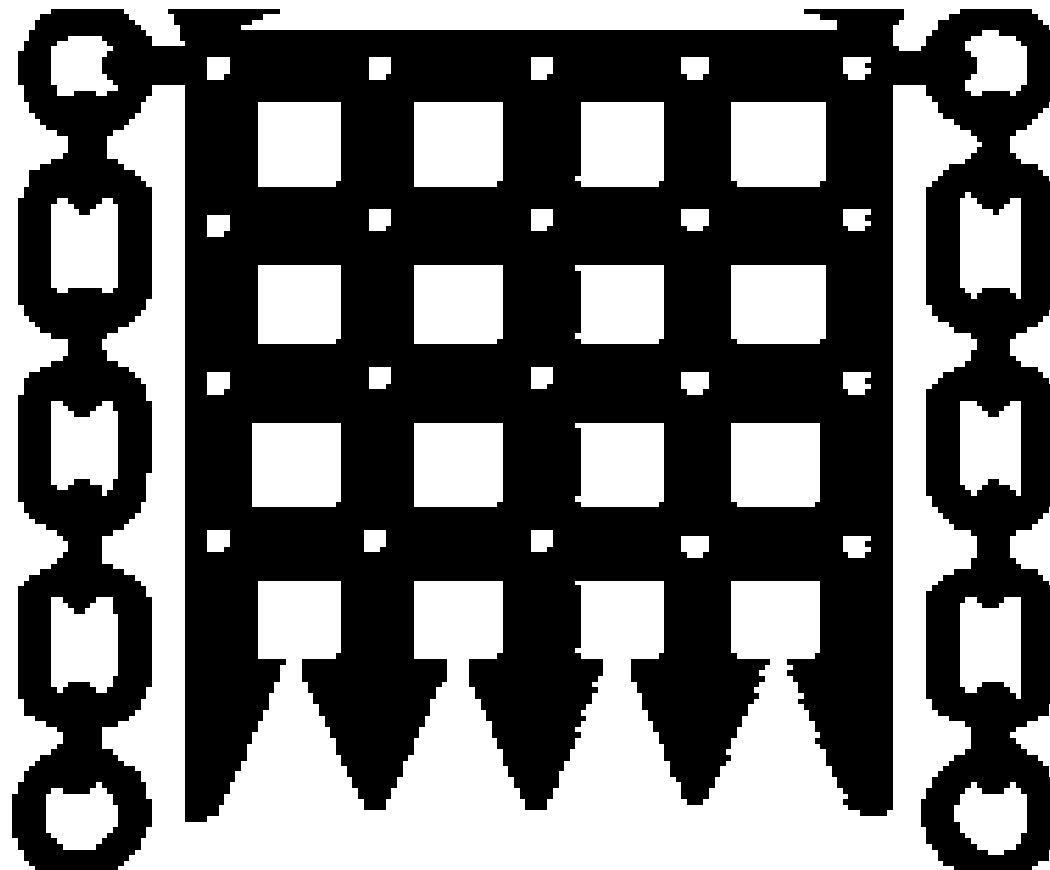
Gate to Inca city Machu Picchu, Peru



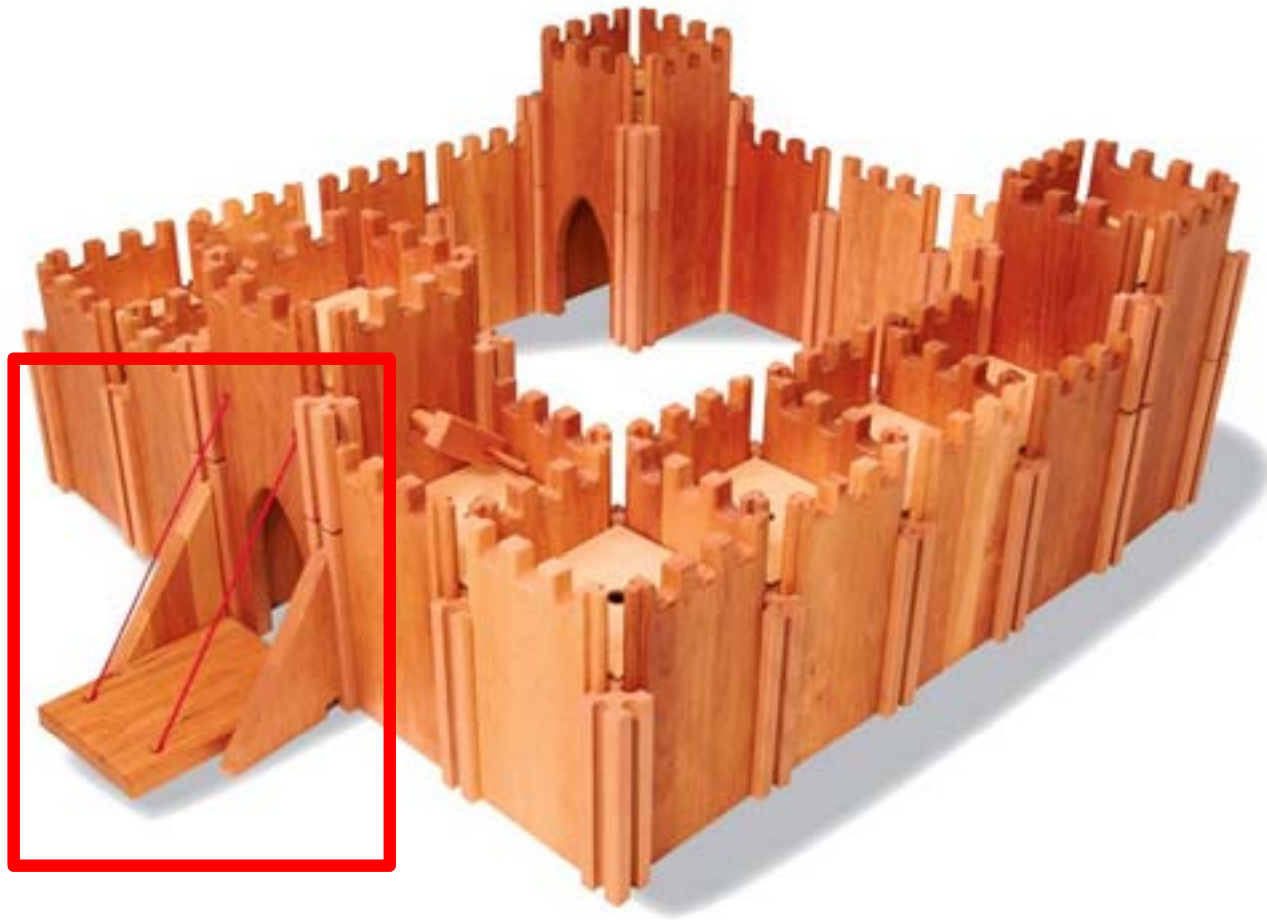
Chinese walled city: 建水县 Jianshui County



The gatekeeping mechanism - portcullis

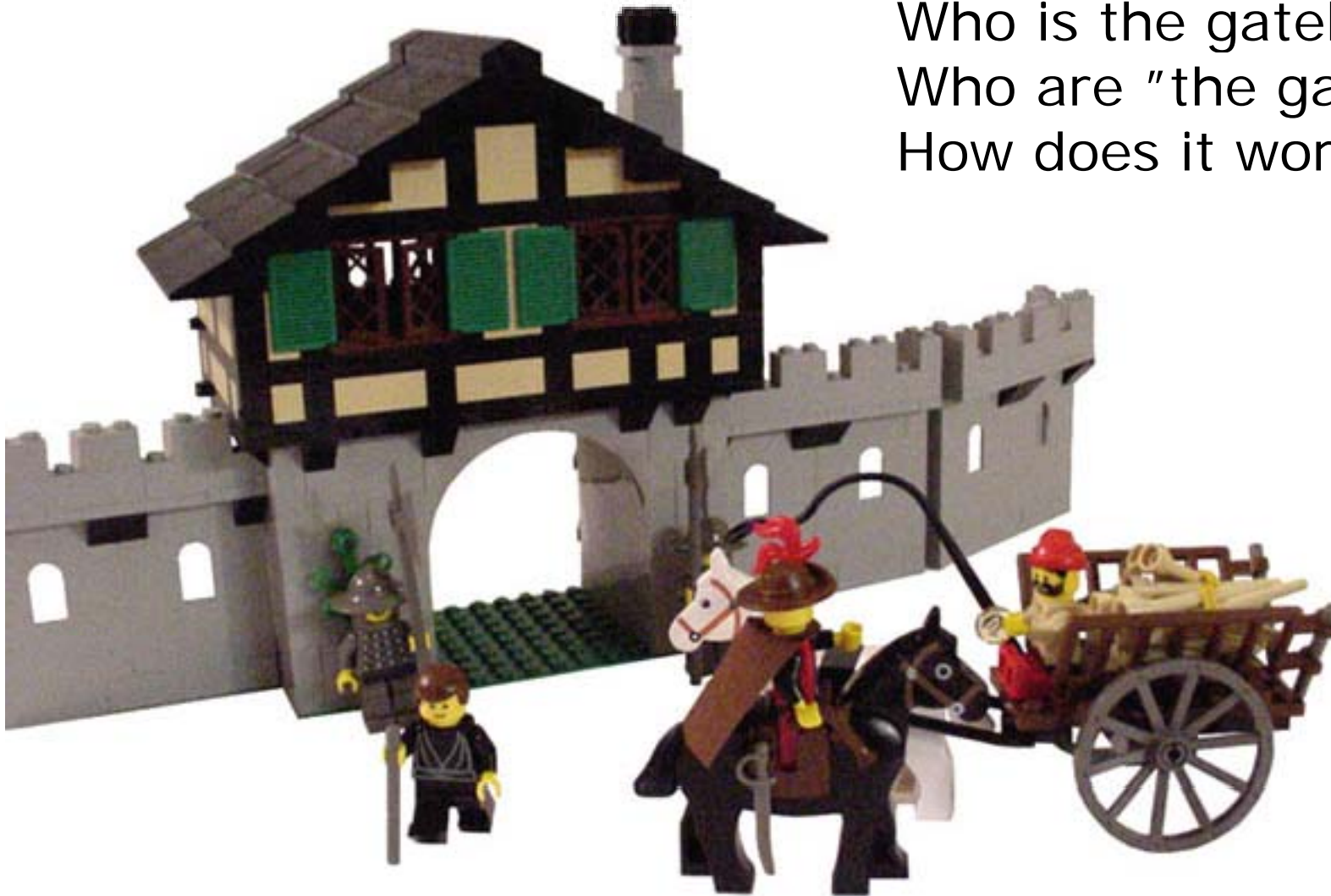


The gatekeeping mechanism - drawbridge



Gatekeeping: central questions

Where are there gates?
Who is the gatekeeper?
Who are "the gated"?
How does it work?



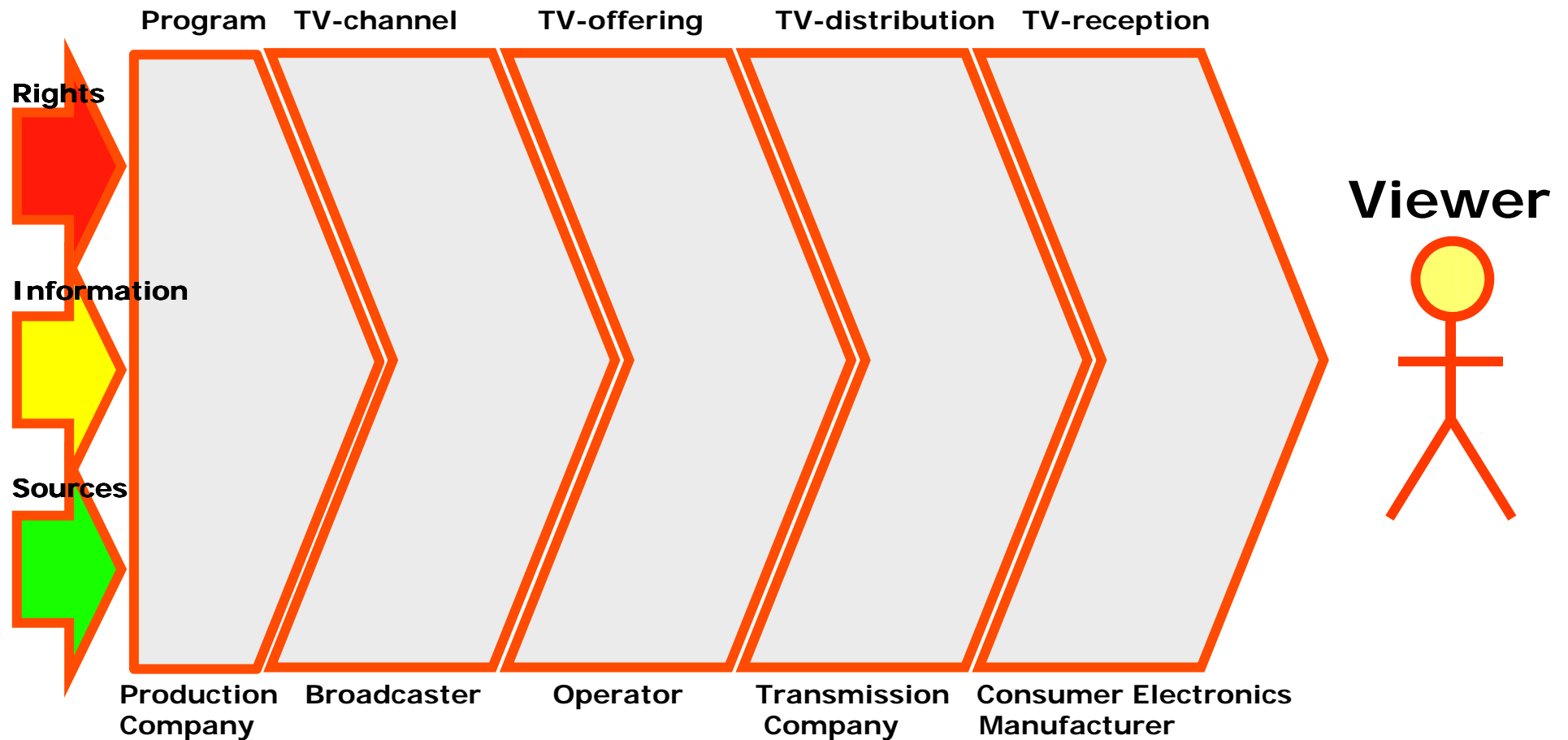
Gatekeeping: Central terms

Term	Explanation
<i>Gate</i>	The point(s) at which passage is controlled
<i>Gatekeeping</i>	The process of controlling passage
<i>Gatekeeper</i>	The actor or stakeholder that performs gatekeeping
<i>The "Gated"</i>	The entity on whom gatekeeping is exercised
<i>Gatekeeping mechanism</i>	The means used to carry out gatekeeping

Gatekeeping: some cases

- A. Watching TV in Hong Kong (NOW TV and free-to-air digital TV).**
- B. American Idol on Star TV**
- C. News widgets on television screens (samsung and Yahoo!)**
- D. Wikileaks on the Internet**

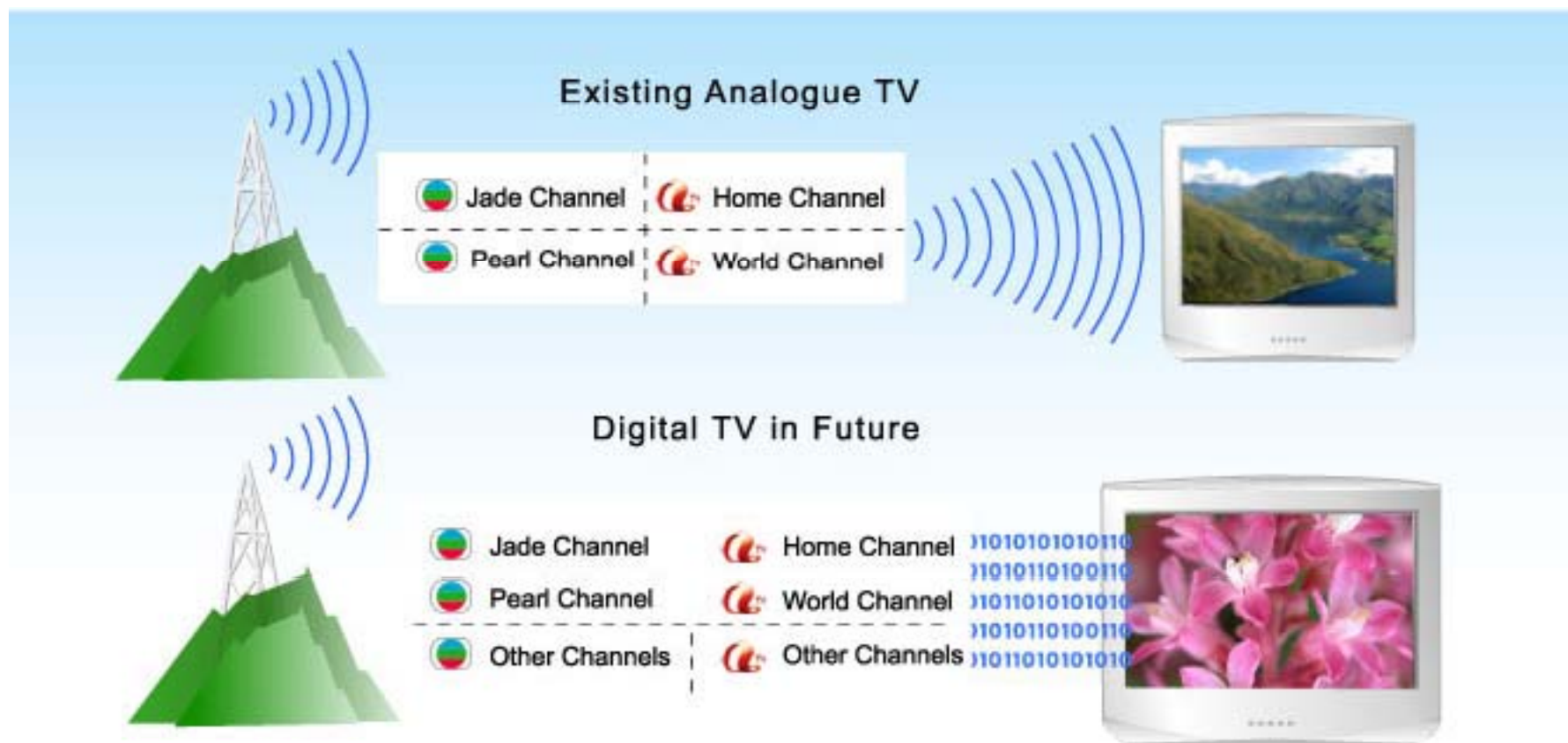
Media “food chain” or value chain



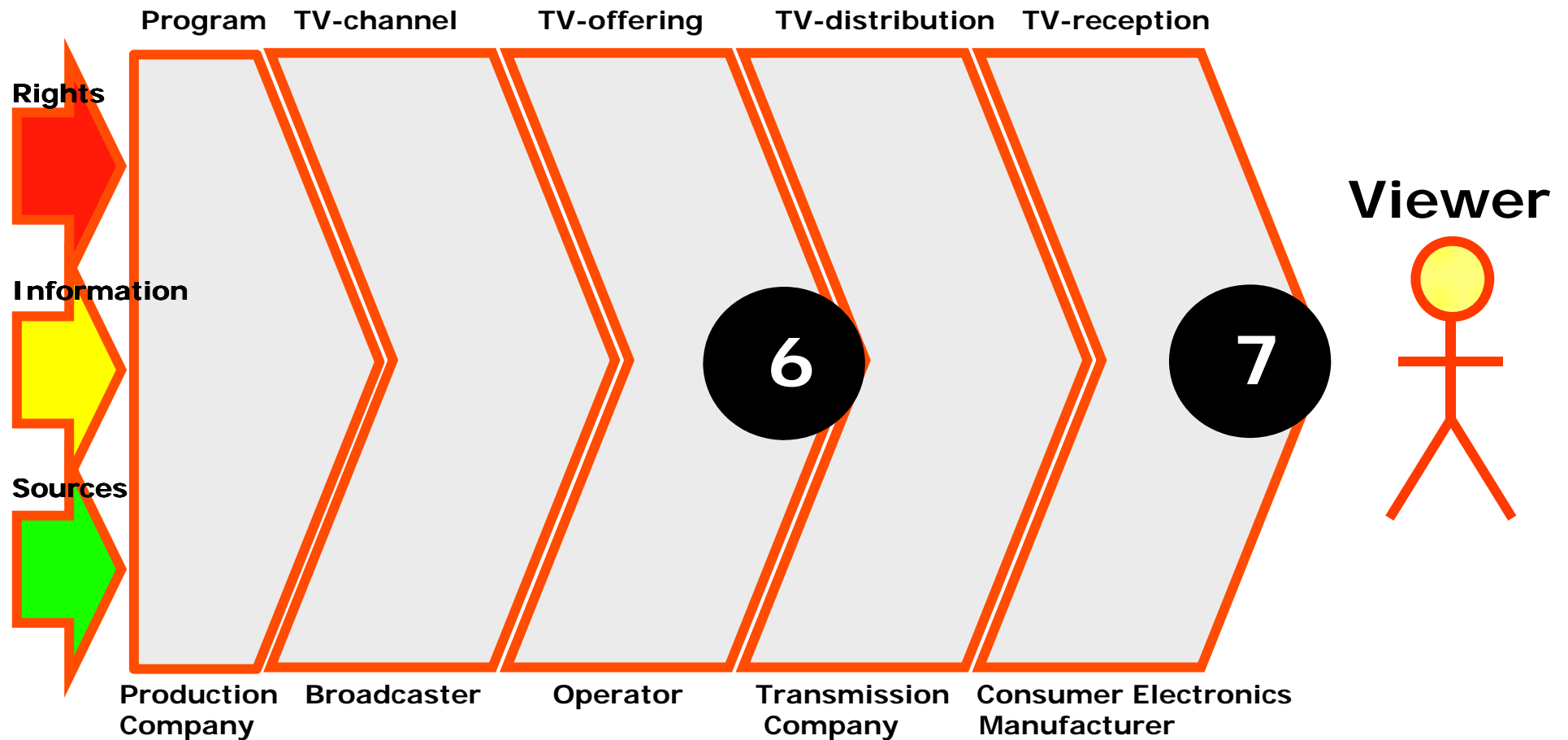
A. Watching TV in Hong Kong: pay TV or free



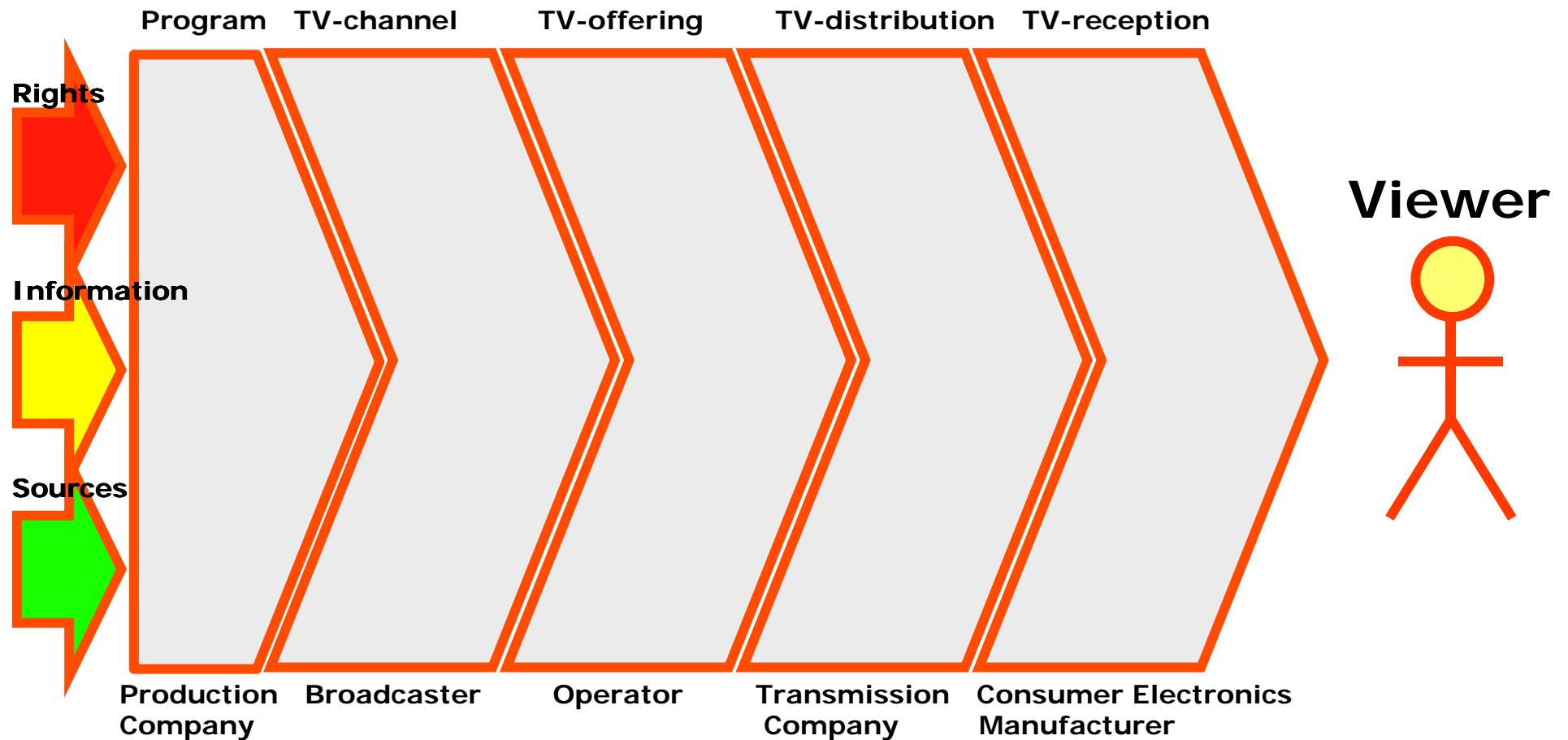
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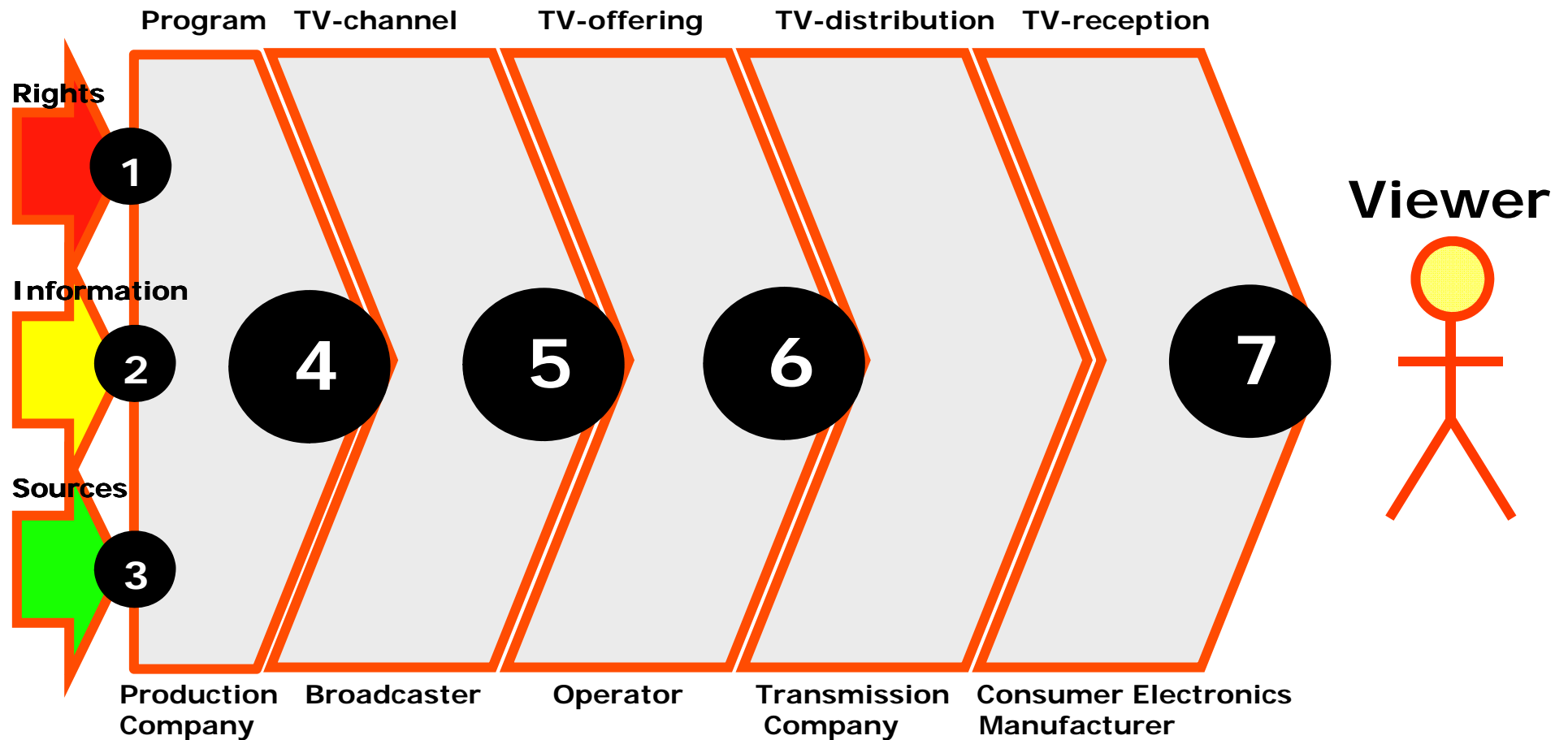
Pay TV



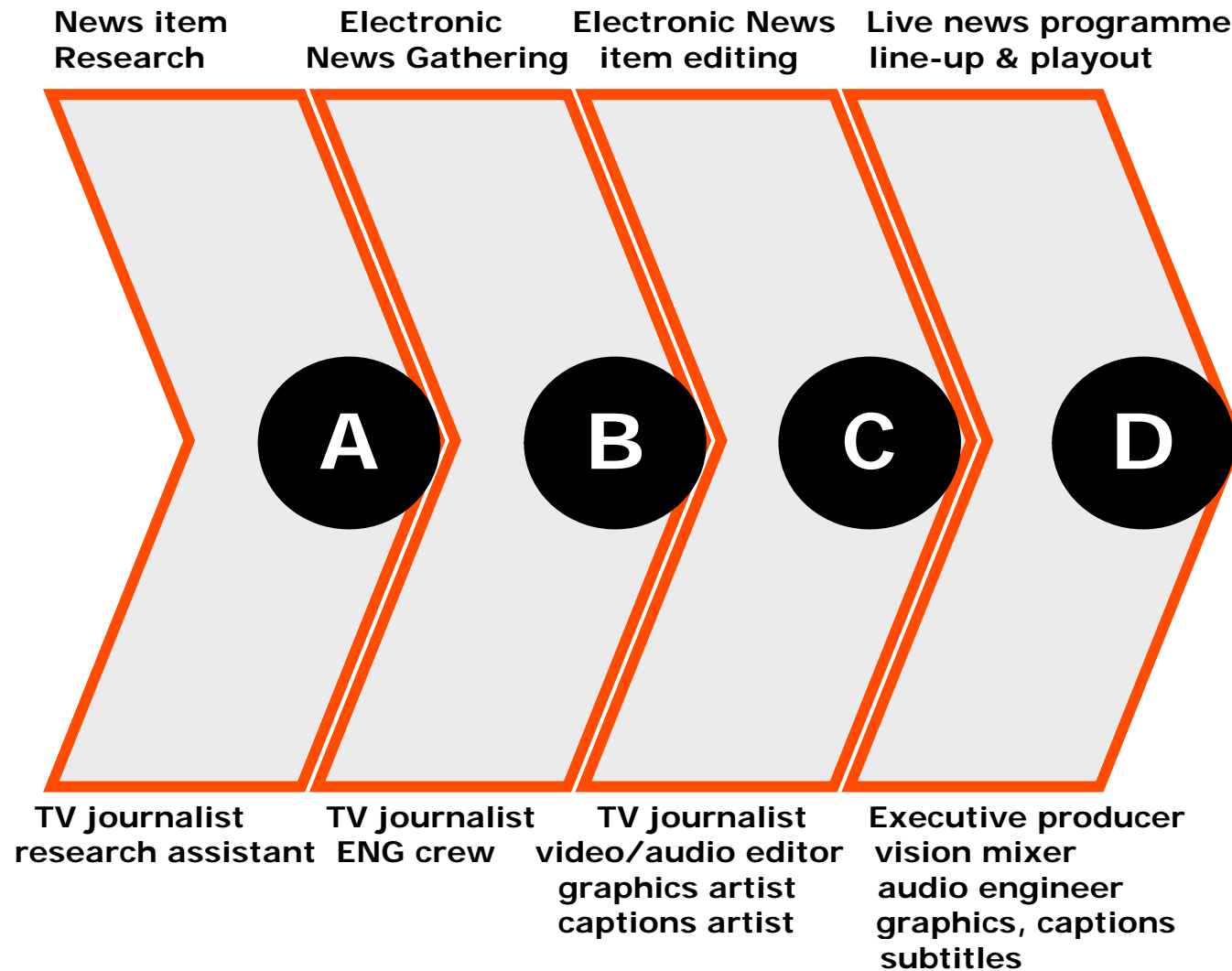
Free-to-air TV



There are many gates in the value chain



There are also gates within news production

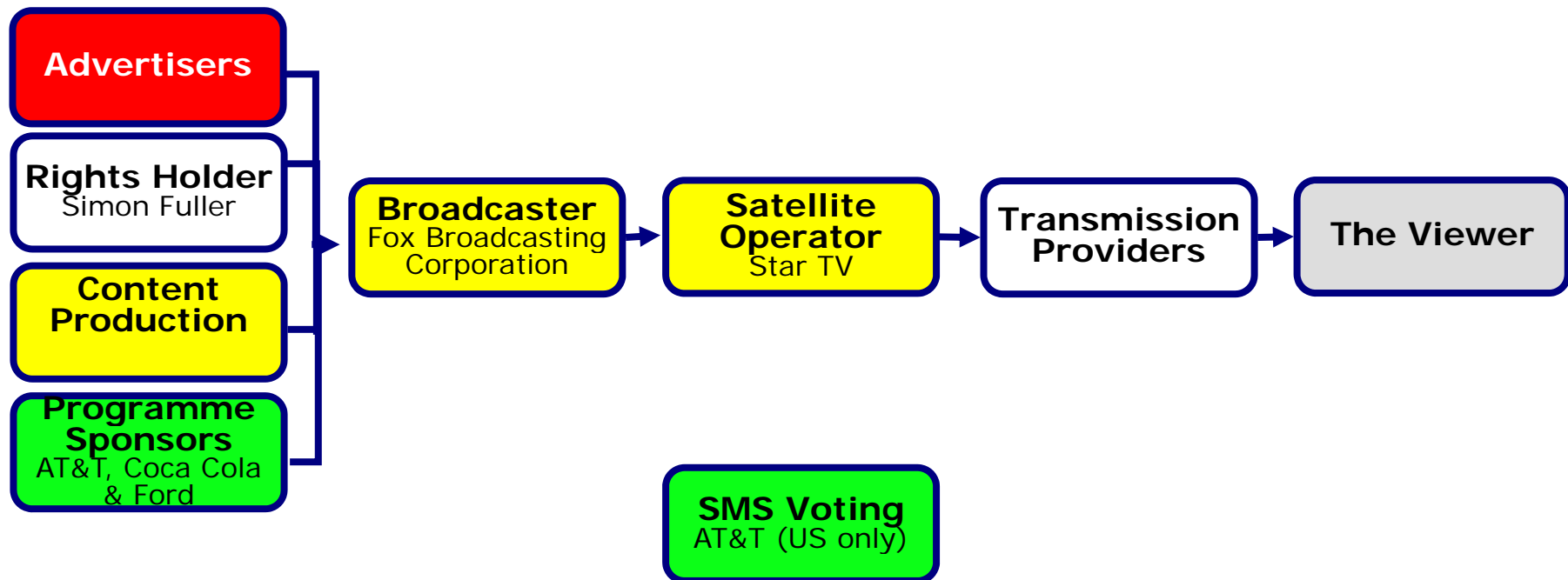


B. American Idol on Star TV

The screenshot shows the American Idol website homepage. At the top left is the American Idol logo. To its right is a banner for the "Idol Calendar" with the text "Find out What Happened When!" and a grid of dates from Saturday 18 to Wednesday 22, each featuring a different contestant. Below the banner, it says "Los Angeles Auditions Added!" followed by the FOX logo. To the right of the FOX logo are logos for "Presented By" including at&t, Coca-Cola, and Ford. A navigation bar contains links: AUDITIONS, CONTESTANTS, PHOTOS, VIDEOS, DOWNLOADS, GAMES, BEHIND THE SCENES, MOBILE, and SHOW INFO. Below this is an "IDOL COMMUNITY" section with links for "Sign In", "Forgot ID/Password?", and "Sign Up!", along with a search bar and a "SHOW SITE" button. The main content area features a large banner with the text "CHECK OUT THE LATEST IDOL NEWS" and a collage of images of contestants. Below this banner are three sections: "IDOL VIDEO" with a large "S' TOUR 2" graphic, "TOP FEATURES" with a "Latest Interviews" link and a "San Francisco" link, and a promotional graphic for "ADAM LAMBERT RARE JAPANESE IMPORT CD" featuring "4 BONUS TRACKS!".

Value network for American Idol

Main revenue streams

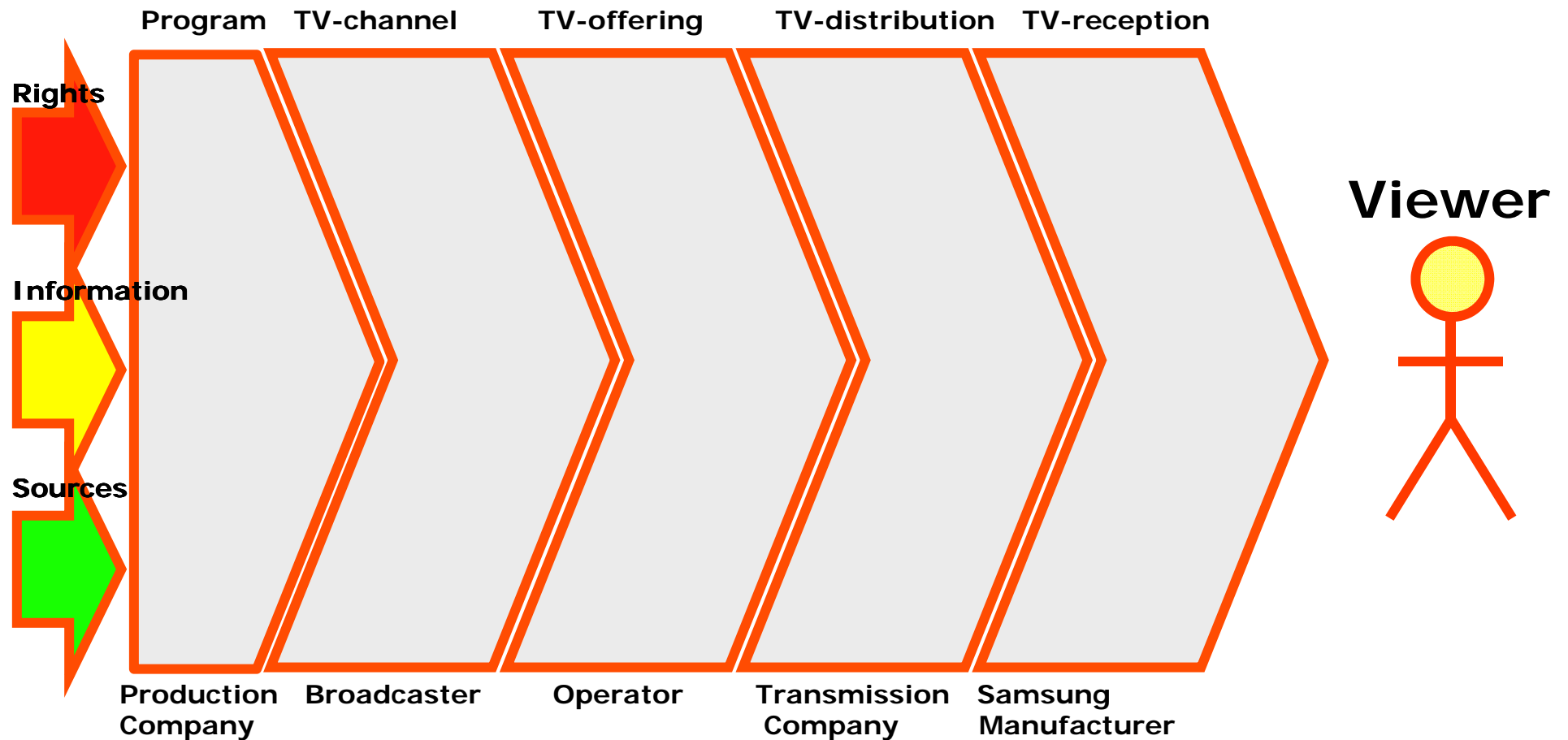


→ Product flow
← Revenue flow

Main revenue streams



C. News widgets on television screens



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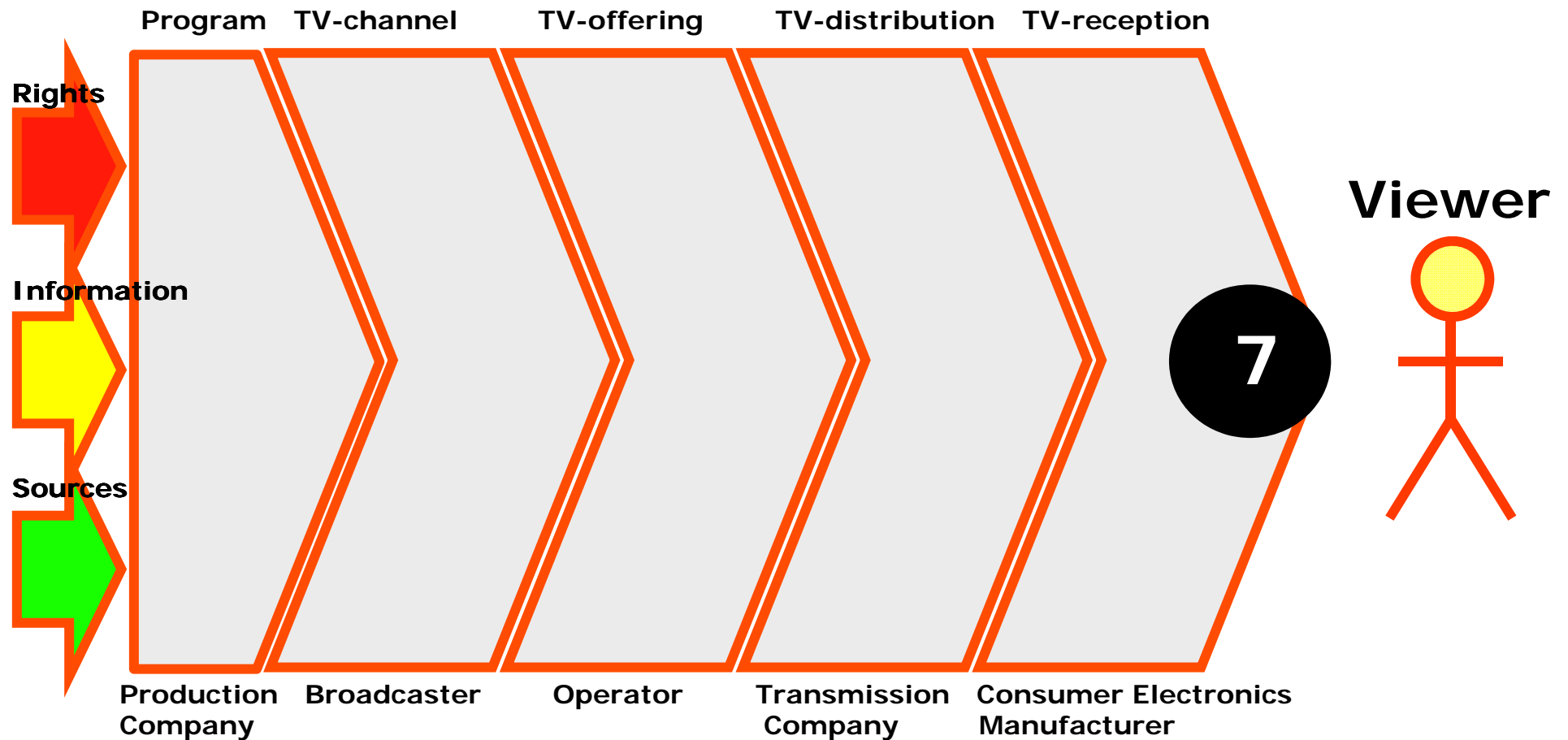
A concealed gate in Portugal...



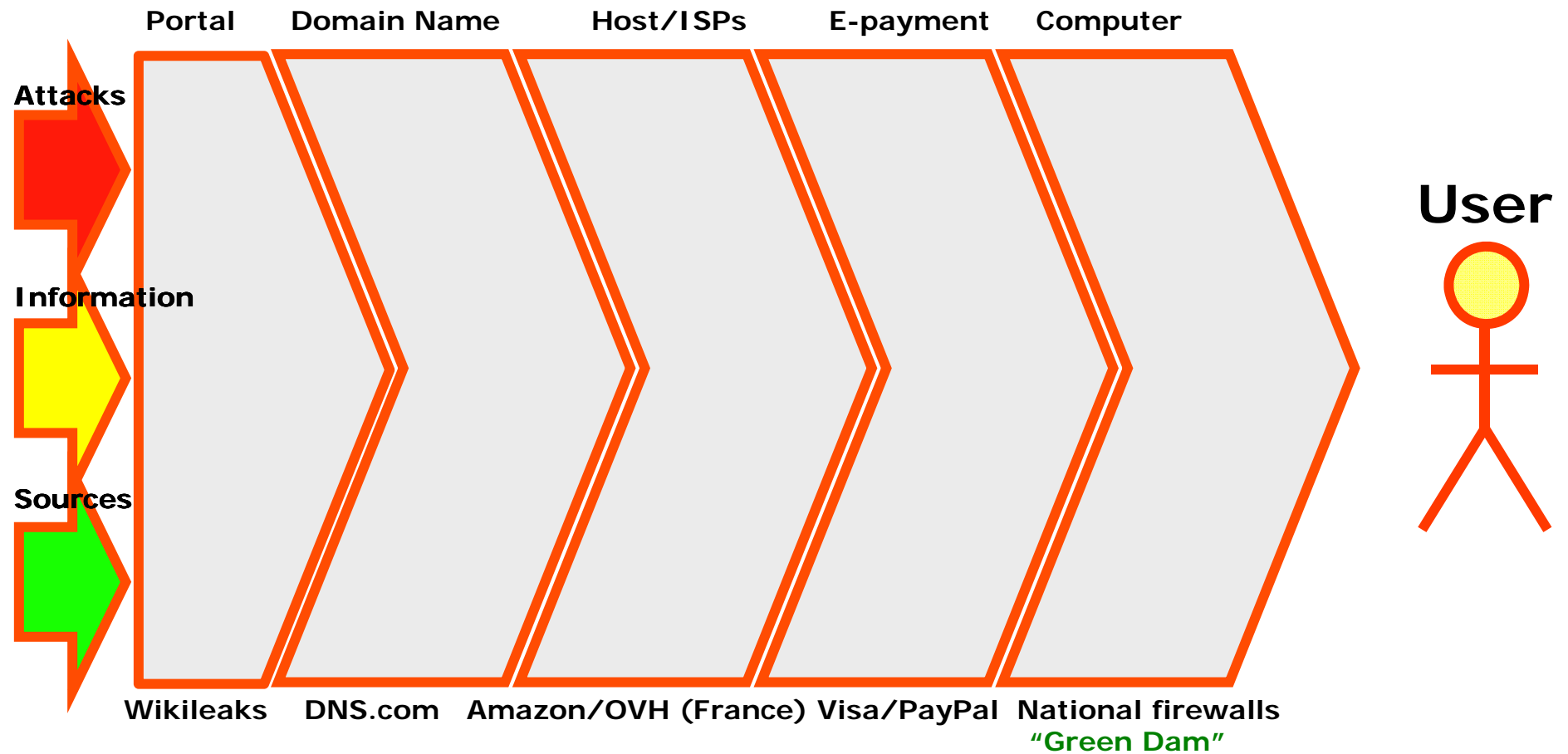
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C. News widgets on television screens-Samsung




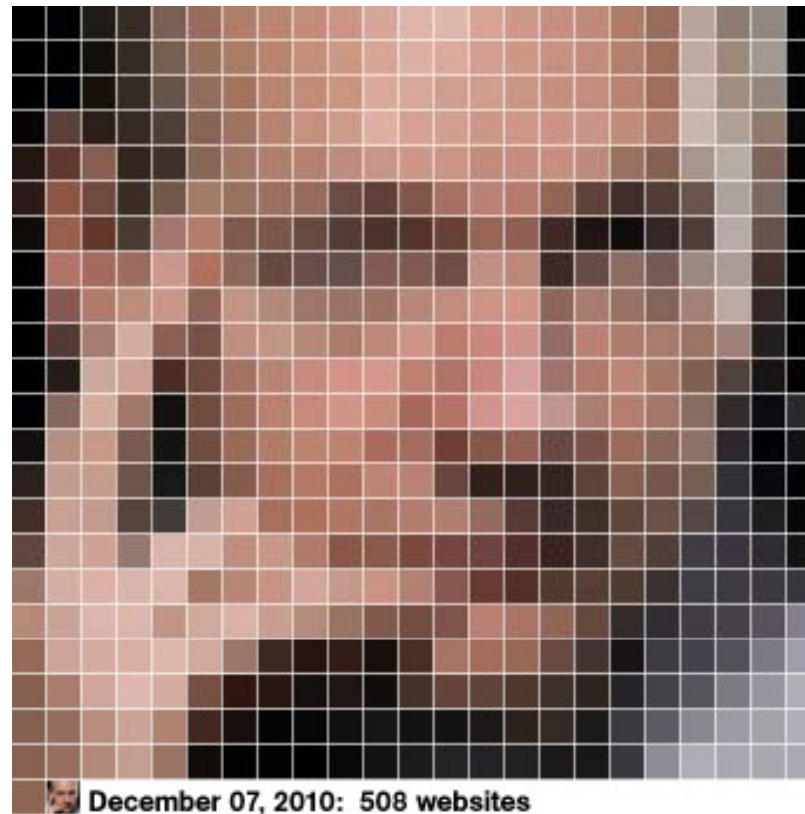
D. Wikileaks and the Internet




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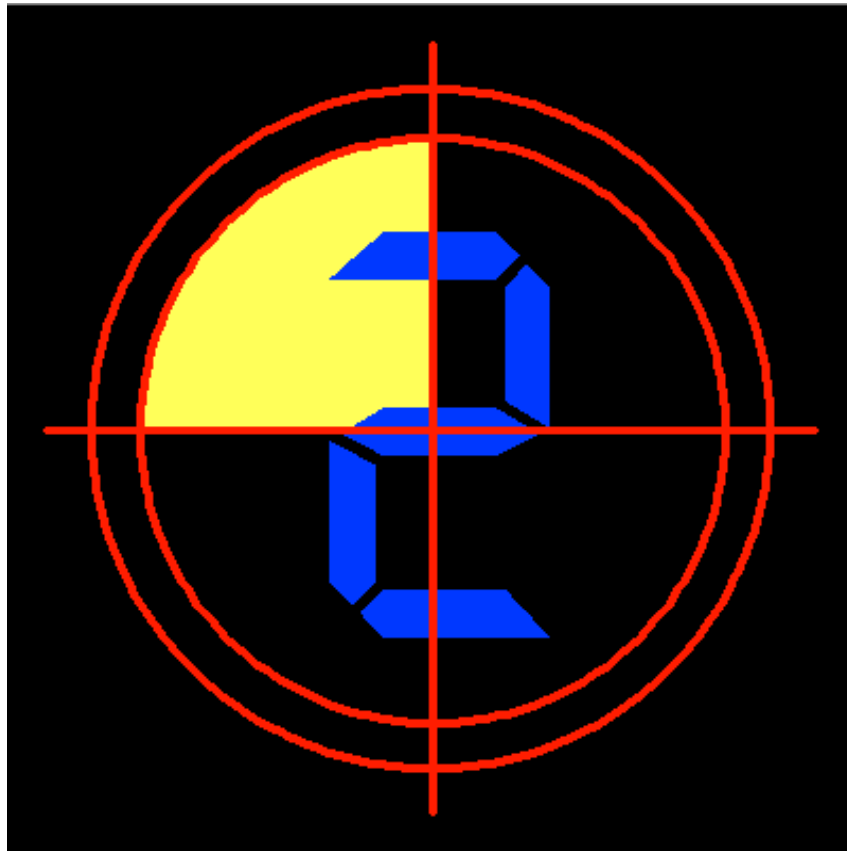


 **December 01, 2010: 1 website**
wikileaks.org



 **December 07, 2010: 508 websites**
wikileaks.ch and 507 mirrors

Infographic: Simon Wright, news.com.au



**What impact
does gatekeeping
have?**

Sticky (keeps user with supplier)

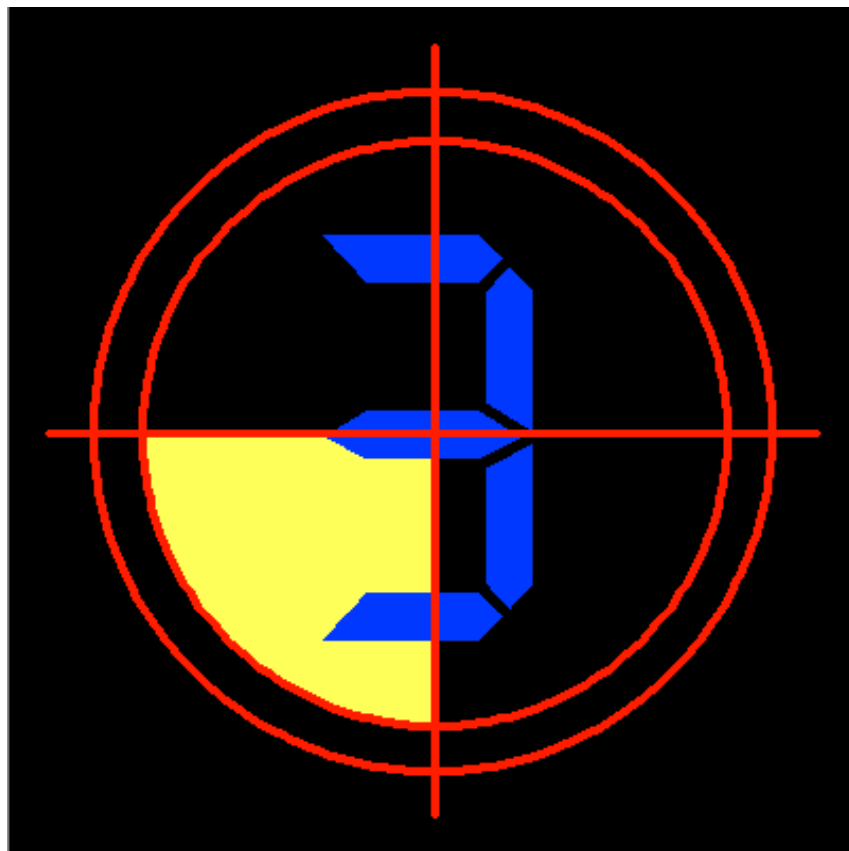


Makes switching supplier costly



Media creation and distribution is opaque





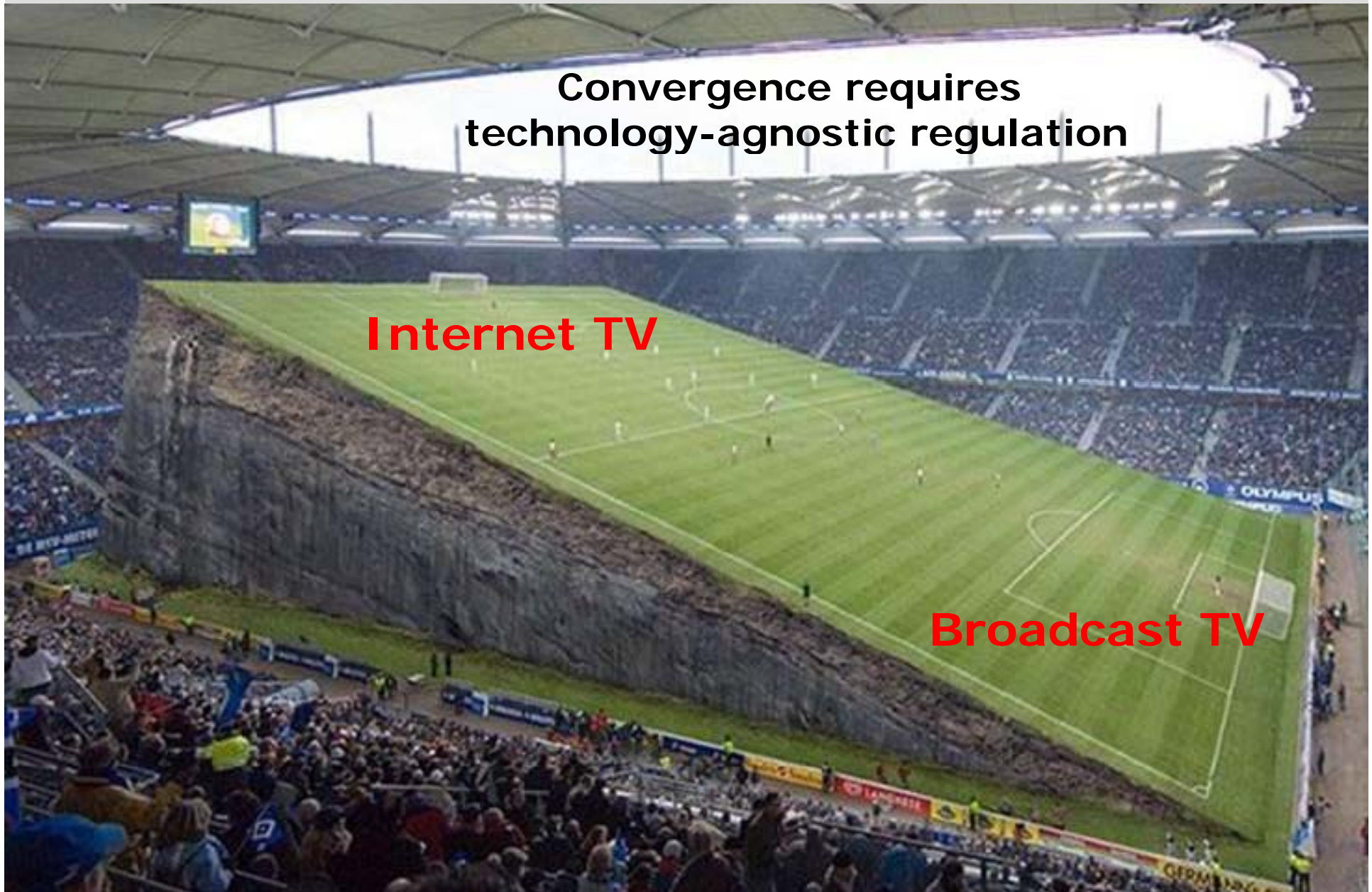
**What does it mean
for media policy?**

Need for a level playing field

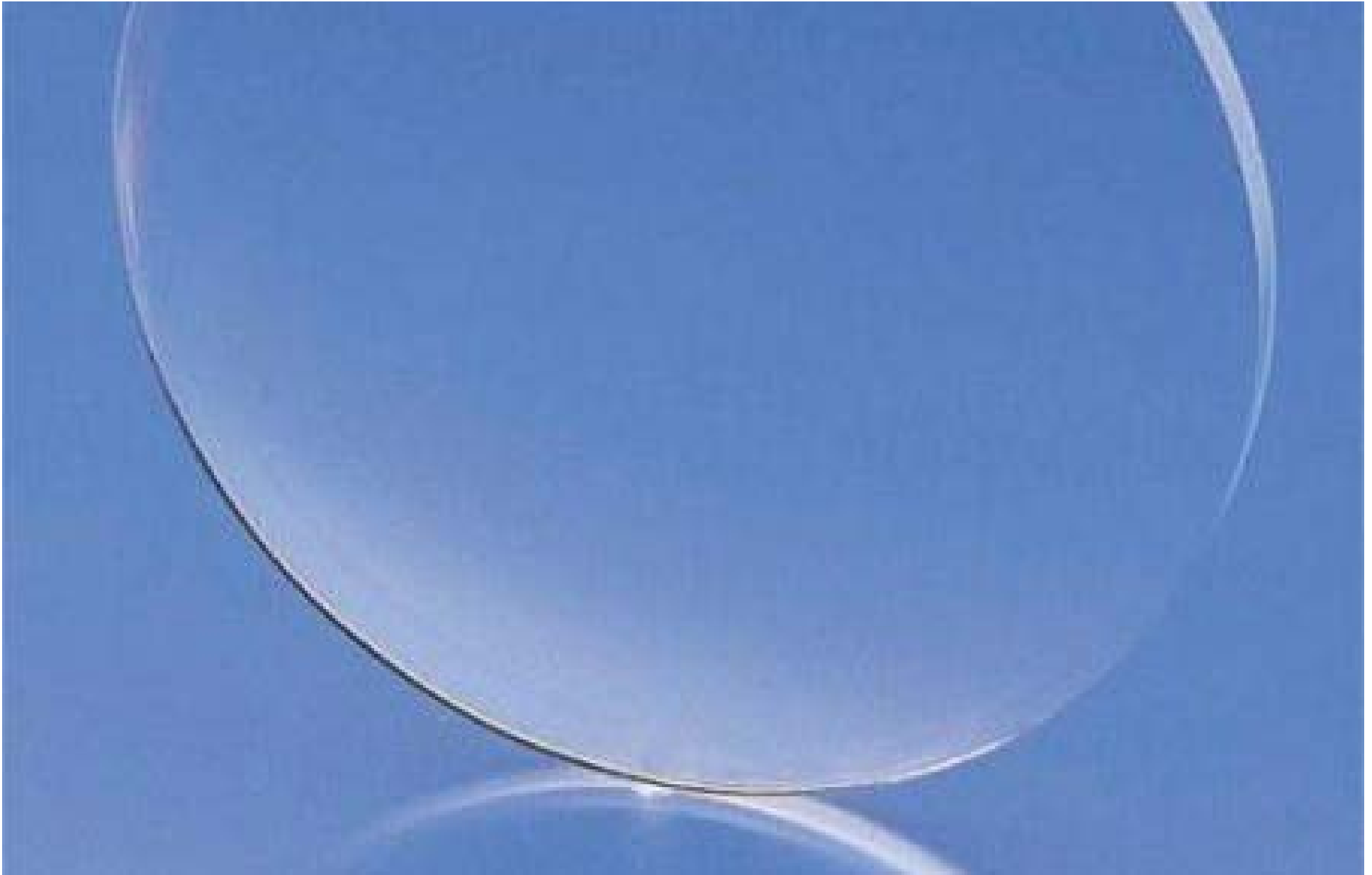
Convergence requires
technology-agnostic regulation

Internet TV

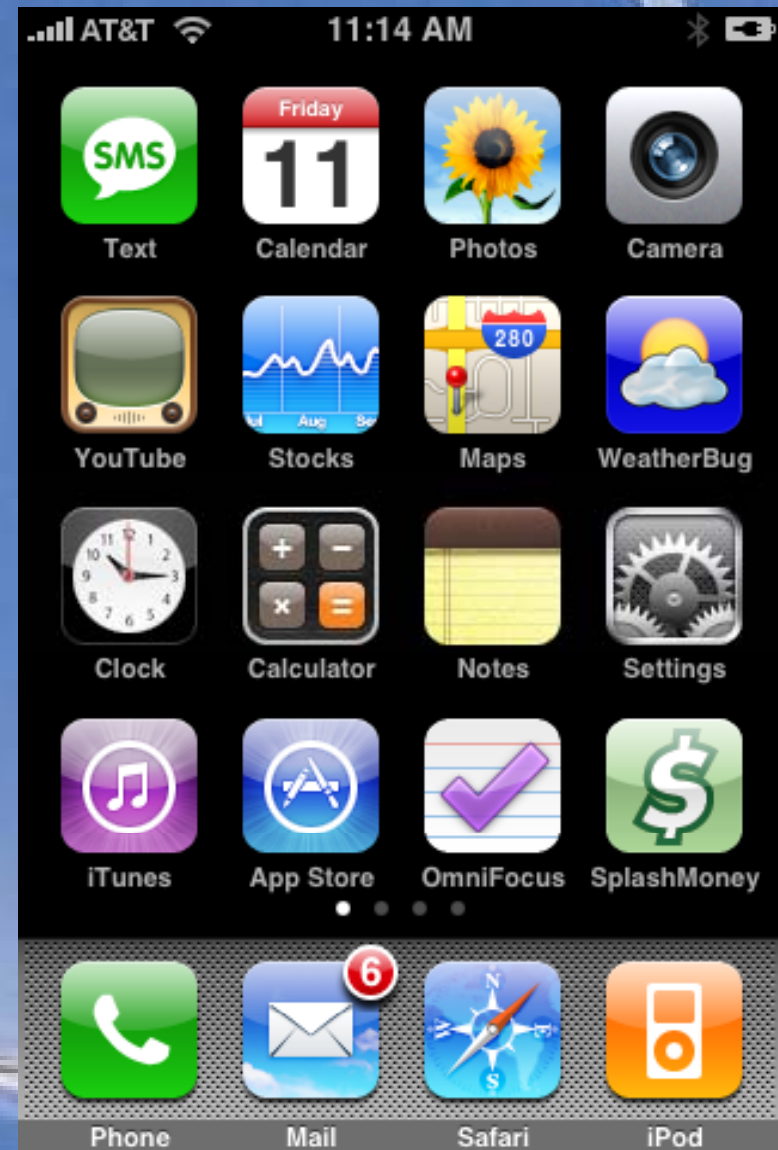
Broadcast TV



Need for transparency

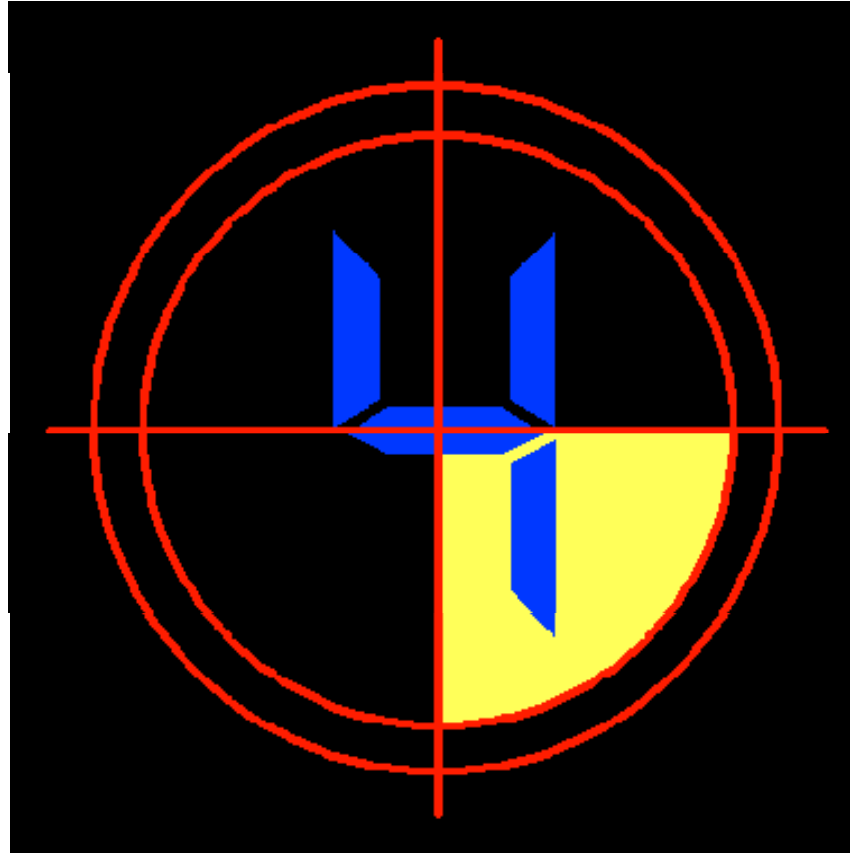


Need for transparency: Apple's app. store



Need for transparency: Android's app. store





**What actions are
needed to keep it
under control?**

3 actions to keep gatekeeping under control

1. Media regulation:

- Pluralism and diversity of supply
- Carrots and sticks
- Self-regulation (trade bodies)
- Competition (anti-trust) and Fair Trading Legislation

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2. Investigative journalism and academic research:

- Understand how business models work in the digital world

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3 actions to keep gatekeeping under control

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2. Investigative journalism and academic research:

- Understand how business models work in the digital world

3. Increase awareness of media production and distribution in education

- Make media in schools, reflect on the process

Now it is your turn...

Questions?

Thank you!



Contact particulars

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